

Colorado Workforce Development Council

Colorado Workforce Development Council (CWDC)

BUSINESS OUTREACH AND MARKETING (BOAM) COMMITTEE MEETING

Arapahoe/Douglas WORKS!
Bennett Room
Aurora , CO
January 27, 2005
9:30am – 11:30am

Meeting Summary

Members:

Tom Allee (via teleconference), Skip Paterson, Sue Carparelli

Council Staff:

Aron Diaz, Glenn Little

Others:

Celina Shands, Lew Wymisner(via teleconference)

Meeting:

In the last year, work has been significant in training and coordination.

I. Celina – a substantial amount of work has been done: the marketing taskforce was created, continued to keep the state brand and the local brands coexisting, created strategic marketing plans, Workforce Development Month, and secured the Governor's support for Workforce

Development Month.

Workforce Development Month Report has been released. To recap: 1300 employers accessed services and over 1500 customers attended workforce events.

The previous year's tactics need to be analyzed and marketing plans for this year need to be looked at.

Baseline information has been obtained, and locals need to be remeasured on the information.

There's been trouble getting quarterly reports from the regions; there needs to be more accountability.

II. Are there measures to see how many people obtain employment? The workforce centers have a way to track how many people using their services find employment, but not through marketing tactics or events. The biggest goal right now is to get the awareness of services available to businesses and the community.

III. Aron – Challenges we're seeing include trying to blend brands in the Denver Metro regions, so that they have one main focus and brand (some regions are resistant with the fear of losing their own identity). Louis in Denver suggested the model of the NFL structure, many teams, but all part of one Division. A challenge is that they're still competing for dollars individually, they have individual measurements and how do they continue to ensure that they can measure their own impact?

Regions have received training and put on events in September for Workforce Development Month. Things can be done better; dollars can be stretched better through sponsorships. They should not hold events for their own sake, there needs to be a concept developed and a way to market that the Workforce System is the best way to obtain employment information. The Metro Marketing Team has met to start discussing the focus for the next Workforce Development Month.

IV. Skip – The focus of the BOAM Committee: How do you market what workforce centers are doing and the services that they provide?

The marketing taskforce works on Workforce Development Month and will continue to come up with ideas on how the BOAM Committee can advise the Workforce Development Council on marketing efforts and how money should be spent. In 2005, need to look at how to get the BOAM Committee to leverage talents in a better way. Some big things were achieved in 2004 and how do you build on that?

Previous efforts had been about hiring a marketing person to carry out activities for the

committee, but now the focus is on looking to use the workforce infrastructure that's already established to work on outreach to the business community. What is the role of the BOAM Committee in helping to develop a marketing system and leveraging of resources. There is a good sense of the elements and the Committee needs to build upon that.

V. The importance of system building can't be emphasized enough. There are federal grants that can be applied for. Colorado is head and shoulders above other states in terms of marketing and building a state brand. The BOAM Committee should focus on non-formula funds, such as federal grants. The USDOL has a business relations group that helps local areas become demand-driven, and they have millions of dollars to assist states. Unsolicited proposals can be submitted to obtain funds. There's good awareness of federal funding as it relates to training and education.

What's being done to get these federal funds? You have to be creative in locating funds; look at putting together unsolicited proposals. Celina will find out about the route for unsolicited proposals.

VI. Skip – should a marketing piece be put together on what was accomplished last year (change in direction for the committee)? Should a certification be created to rate regions and base extra monetary allocations on that (reports on time, goals accomplished, etc)? Reward program: tie money to it or not? There's no supervisory position to force regions to accomplish their goals.

- VII. Aron – Out of \$300,000 that is under the control of the BOAM Committee, \$250,000 was divided in the same way as it was last year. The Rural Consortium received \$50,000 and the remaining regions received \$25,000. Out of the \$50,000 that is left over, Celina is being contracted with for \$23,900, and the taskforce is being given \$20,000. We're left with \$6000 for travel, miscellaneous expenses, or awards.

The State Workforce Conference would be a great place to recognize the regions for certification. Most areas are using CIMS which includes some marketing guidelines, but we want to recognize some other specific areas. We should get input from the taskforce for buy-in. The BOAM Committee should recommend the rating criteria and the taskforce should determine implementation. Certification would include recognition for areas that go above and beyond the minimum requirements. The BOAM Committee needs to present certification program to the Council to incorporate into CIMS. Certification might help to leverage federal funds through national recognition of Colorado's programs.

IV. There is a new process for the regions to obtain marketing money. Each region must have a Scope of Work and they will be reimbursed for expenditures rather than obtaining the money up front as they did from CDLE.

V. Goals of the BOAM Committee:

Certification Program (PR/Award Certification Program)

Workforce Development Month

Monitor Marketing Taskforce

Team up with Economic Development Department to solicit non-formula funding

How to make BOAM Committee more rewarding and engage more participation (meetings are not well-attended)

Leverage all marketing dollars toward non-solicited federal funding (include as part of certification program); need to find other ways to obtain funding (through sponsorships, etc)

Process for measuring brand awareness

IV. Marketing Taskforce – Lew (via teleconference)

How much does the public know about the collaboration of the Workforce Regions? Need to do more branding and marketing of the statewide system.

Starting now to plan for Workforce Development Month. We started too late last year. Also there's an effort being made to ensure that events don't happen across the state too closely together.

Need to tap the private sector and leverage dollars.

We're developing a Scope of Work and goals for the taskforce. The BOAM Committee could be instrumental in institutionalizing Workforce Development Month no matter who the Governor is. We need more face time from the Governor and successive Governors need to know that September is Workforce Development Month. There should be more promotion at the state level (Congress, etc.). The proclamation from the Governor was important. Any influence that the BOAM Committee, the Office of Workforce Development, the Department of Local Affairs, etc. has, would be helpful to leverage more support for Workforce Development Month.

There is a need for better PR/Marketing and help with Workforce Development Month. We need more participation from the people that didn't know about last year's event. Those within the system can sometimes assume that the community knows about them and what they do. Once you get outside the system, you realize that people don't know about workforce.

Workforce Centers need to use Celina's information to orient staff on what they're lacking in terms of training and service awareness. Need to infuse renewed energy in training and marketing.

V. What kind of committee does the BOAM Committee want to be? Should it be advisory or more involved on an operational level? There should be a joint effort with the taskforce in setting strategy. The BOAM Committee is a group of volunteers, so they can't be expected to be operationally involved in the entire process.

Sub-committees could be created within the BOAM Committee. Set goals and assign BOAM Committee members to those sub-committees to obtain better participation. However, we need to get more participation before assigning tasks.

How do you create more involvement? Chart out the Committee's vision through a two-page paper and convene a meeting to see who shows up. Additional members may need to be recruited.

The vision should be laid out at the next Council meeting, and let the Council know that better engagement is one of the BOAM Committee's goals, which may allow for Council members to join the committee from other committees.

Ask the BOAM Committee members why they picked this committee to participate in and if they want to be involved in another committee. State the Committee's goals and ask if they want to remain involved. Make the members aware that there will be active recruitment to infuse excitement and involvement. Economic Development and CDLE should be involved in the Committee.

Bring the issue to the taskforce in early March, then have another BOAM Committee meeting before the March 23 rd full Council meeting to finalize presentation and how to restructure.

Develop a letter from Sue and Skip to send to the BOAM Committee membership, laying out goals, letting the members know that they need to step up, and ask if they should work on another committee.

At the next taskforce meeting, put together a good PR piece acknowledging what Colorado did in 2004. The vision letter will be written with Celina's help.

VI. Meeting Schedule

Meetings should occur after the quarterly reports come out, but before Council meetings.

March 9th

June 1st
August 3rd
November 2nd

All meetings should be scheduled from 8:30am to 10:00am

VII. In conjunction with Workforce Development Month, should we hold a Policy Forum to raise the level of awareness with state legislators? The issue should be raised at the full Council meeting. Recruit someone from a PR Firm for assistance in boiling down the issues.

Meeting adjourned at 11:25am